<u>WE CLAIM:</u>

1. A method for presenting an information to a client, wherein the client is interacting with a media content, comprising the steps of:

    detecting an action by the client, wherein the action is causing a break in the media content; and

    inserting the information into the break of the media content.

2. The method of claim 1, wherein the information is an advertisement.

3. The method of claim 1, wherein the information is an announcement.

4. The method of claim 1, wherein the action by the client comprises the step of changing a broadcast channel.

5. The method of claim 4, wherein the broadcast channel is a television channel.

6. The method of claim 4, wherein the broadcast channel is a radio station.

7. The method of claim 1, wherein the action by the client comprises the step of changing a cable television channel.

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8. The method of claim 1, wherein the action by the client comprises the step of loading a web page.

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9. The method of claim 1, wherein the action by the client comprises the step of controlling a media player.

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10. The method of claim 9, wherein the media player is a compact disk player.

11. The method of claim 9, wherein the media player is a audio tape player.

12. The method of claim 9, wherein the media player is a video player.

13. The method of claim 9, wherein the media player is a multimedia player.

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14. The method of claim 2, wherein a choice of the advertisement is facilitated by an intelligent agent.

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15. The method of claim 14, wherein the intelligent agent accepts an input from the client.

1   16. The method of claim 14, wherein the choice of the advertisement is determined by

2   characteristics of the media contents bracketing the action by the client.

1   17. The method of claim 14, wherein the choice of the advertisement is determined by

2   characteristics of the media content immediately preceding the action by the client.

1   18. The method of claim 14, wherein the choice of the advertisement is determined by

2   characteristics of several of the media contents preceding the action by the client.

1   19. The method of claim 2, further comprising the step of storing one or more

2   advertisements.

1   20. The method of claim 19, wherein a choice of the advertisement is determined by a

2   queuing sequence of the one or more stored advertisements.

1   21. The method of claim 19, further comprising the step of refreshing the one or more

2   stored advertisements.

1   22. The method of claim 21, wherein the step of refreshing the one or more stored

2   advertisements transpires over a network.

1   23. The method of claim 22, wherein the network is the Internet.

1   24. A computer data signal embodied in a carrier wave encoding a computer program of

2   instructions for executing a computer process performing the steps for presenting an

3   information to a client, as recited in the steps of claim 1.

1   25. A system for presenting an information to a client, wherein the client is interacting

           with a media content, comprising:

                a first device adapted for detecting a break in the media content, wherein the break

           is caused by an action of the client; and

                a second device adapted for inserting the information into the break of the media

           content.

1   26. The system of claim 25, wherein the first device and the second device are co-located

2   in a single physical unit.

1   27. The system of claim 25, wherein the information is an advertisement.

1   28. The system of claim 25, wherein the information is an announcement.

1   29. The system of claim 27, wherein the media content is transmitted over a television

2   channel.

1   30. The system of claim 27, wherein the media content is transmitted over a radio

2   channel.

1   31. The system of claim 27, wherein the second device is further adapted to accept

2   advertisements for insertion from a storage medium.

     32. The system of claim 31, wherein the storage medium accepts a refreshment of the

     advertisements.

     33. The system of claim 32, wherein the refreshment of the advertisements is executed

     over a network.

1   34. The system of claim 33, wherein the network is the Internet.

1   35. A method for collecting revenues from one or more advertisers, comprising the steps

2   of:

3   developing a capability for inserting an advertisement into a break in a media

4   content, wherein the break being caused by a client interacting with the media content;

5   and

6   collecting revenues from the one or more advertisers for having exposed the client

7   to the advertisement.

36. The method of claim 35, wherein the step of developing the capability further

comprises the step of collaborating with a supplier, wherein the supplier delivers the

media content to the client.

37. The method of claim 36, wherein the step of collaborating comprises a monetary

payment to the supplier.